Corporate Design Manual Version 10

Table of content

Design elements **1**

HD+ logo **1.1**
- Logo – General 1.1.1
- Logo – Background 1.1.2
- Logo – Protected Zone 1.1.3
- Logo – Don'ts 1.1.4
- Logo Stage 1.1.5
- Logo Stage – Examples of use 1.1.6

HD+ typography **1.2**
- Typeface 1.2.1
- Typography 1.2.2

HD+ colours **1.3**
- Colours 1.3.1

HD+ wording **1.4**
- Wording 1.4.1

HD+ eye-catcher **1.5**
- Eye-catcher 1.5.1

Scope of application **2**

Templates – HD+ set-top box **2.1**
- HD+ logo on embedded set-top boxes (mandatory) 2.1.1
- Packaging – Overview 2.1.2
- Packaging – HD+ label (mandatory) 2.1.3
- Packaging – Added value graphic (optional) 2.1.4
- Packaging – banderole (optional, preferred) 2.1.5
- Packaging – HD+ banderole "Best Practice Guide" 2.1.6
- User manual – HD+ Terms & Conditions (mandatory) 2.1.7
- Supplement for HD+ set-top box (mandatory) 2.1.8

Templates – CI Plus devices **2.2**
- "ready for HD+" logo (optional) 2.2.1
- Packaging – "ready for HD+" logo (optional) 2.2.2

Templates – HD+ SmartTV **2.3**
- HD+ SmartTV logo on embedded set-top boxes (optional) 2.3.1
- Packaging 2.3.2
- Packaging HD+ SmartTV logo (optional) 2.3.3
- Supplement for HD+ SmartTV set-top box (mandatory) 2.3.4

Templates – Advertisement **2.4**
- Logo / logo stage with value message 2.4.1
- Added value graphic 2.4.2
- Technology logo: "ready for HD+" 2.4.3

Template – Eye-catcher "Inklusive HD+ im Wert von 50 €" **2.5**
- Eye-catcher "Inklusive HD+ im Wert von 50 €" 2.5.1

Examples of HD+ corporate design **3**

Examples of POS material **3.1**
- POS material 3.1.1

New in this version

- 14 logos in the logo stage (SUPER RTL HD & DMAX HD)
  all logo stage artwork is to be updated
- HD+ banderole for packaging (2.1.5)
- Vintage eye-catcher "Inklusive HD+ im Wert von 50 €" (2.5)

Please download updated templates.

Foreword

HD+ enables the broadcasting of programmes from private TV broadcasters in high-definition quality via ASTRA satellite. The viewer requires either an HD+ set-top box or a CI Plus-Module to receive the channels. The brand HD+ is understood to be a service provider and platform for private broadcasters.

On the following pages, different elements of the branding for HD+ are listed in individual chapters and their use explained. Links to downloads are also available, and the design elements to be used can be procured via these links.

1 Design elements

1.1 HD+ logo
1.2 HD+ typography
1.3 HD+ colours
1.4 HD+ wording
1.5 HD+ eye-catcher

1.1 HD+ logo

1.1.1 Logo – General

The HD+ logo consists of two complementary squares – black and white. It directly communicates the core of the brand: high-definition TV and the + for all the advantages that come with HD.

On any backgrounds other than solid black or white the right square is to be understood as transparent.
To convey the official character of the logo in an ideal manner, it is preferable for the logo to be contrasted against a black, grey (≥ 85% black) or dark pictorial background (≥ 85% grey value).
The square of the + symbol is to be understood as transparent.

The logo itself is to be used solely in white!
Any other colour is not permitted.

If it is unavoidable that the HD+ logo appears against a bright or white background, the positive, plain black version of the logo is to be used.

The most preferred use is, however, the negative, white logo on a dark background.

Minimum size of the logo: 15.5x9.21 mm

hd-plus.de/downloads/logo/hd-plus_logo.zip

The HD+ logo is provided as an EPS file.
It can be scaled up without limitations.

Minimum size:
15.5x9.21 mm

HD +
by ASTRA

1.1.2 Logo – Background

Ideally, the logo is displayed on a solid black background. If no black background is available, the logo should be placed on a tranquil colour patch. The use of a logo box, i.e. a background surface additionally drawn for the logo, is not permitted (see also “Don’ts” in this chapter).

The use of photo backgrounds should be avoided whenever possible.

When using a pictorial background, the image may not contain a pattern or be unsettled (see also “Don’ts” in this chapter).

1.1.3 Logo – Protected zone

To ensure that the logo is sufficiently effective, the space directly around the logo must remain free from all elements.

The smallest amount of empty space from the logo on all sides except for the left side is the size of one + sign for the given logo size. The addition “by ASTRA” is also considered a part of the logo, so the space is measured from the bottom line of “AS-TRA”.

The protected zone represents a minimum amount, which is also the minimum amount of space to the format edge. The more space available around the logo, the more significant it appears. Consequently, for communication measures, we recommend expanding the protected zone and having two + signs on all sides.

1.1.4 Logo – Don’ts

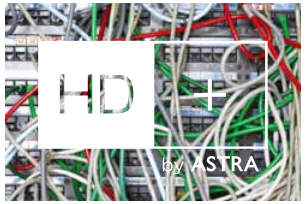
Assign it a different colour

Distort it vertically

Distort it horizontally

Change parts of the logo

Place a white logo on a light background



Use a heavily patterned background

HD +
by ASTRA
Kundenservice / Warenrücksendung
Sie können das CI Modul für HD+ inkl. HD+ Karte ohne Angabe von Gründen innerhalb von 14 Tagen durch Rücksendung zurückgeben.
Bitte gehen Sie wie folgt vor:
1. Gehen Sie zu nächst auf die HD+ Website. Dort finden Sie im Web-Shop den Bereich Retouren: www.hd-plus.de/web-shop/retouren
2. Geben Sie bitte Ihre Bestellnummer ein. Diese finden Sie auf Ihrer HD+ Rechnung.
3. Wählen Sie bitte aus der angezeigten Liste das Produkt, das Sie zurücksenden möchten,

Caution:
The use of a logo box, i.e. a background surface additionally drawn for the logo, is not permitted.

HD + by ASTRA

New

1.1.5 Logo stage

The arrangement of the broadcaster logos is determined by a fixed sequence. Their proportions and gaps between them are also determined and must not be changed.

Wherever possible, logo stages are always aligned up or down at the format edge. The distance to the format corresponds to a + sign in each case.

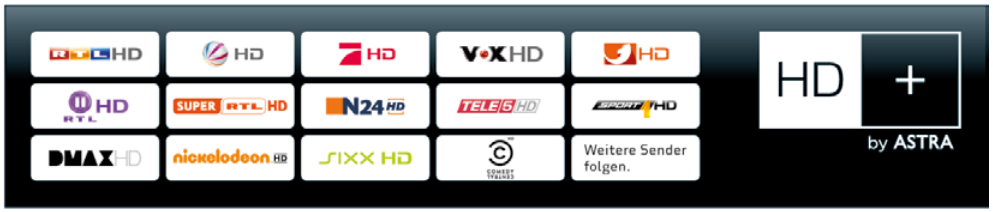
The download area offers four different versions of the logo stage, which can be scaled in size and inserted to suit each format.

hd-plus.de/downloads/logostage/hd-plus_logostage_3x5_14A.zip
hd-plus.de/downloads/logostage/hd-plus_logostage_2x7_14A.zip
hd-plus.de/downloads/logostage/hd-plus_logostage_5x3_14A.zip
hd-plus.de/downloads/logostage/hd-plus_logostage_7x2_14A.zip

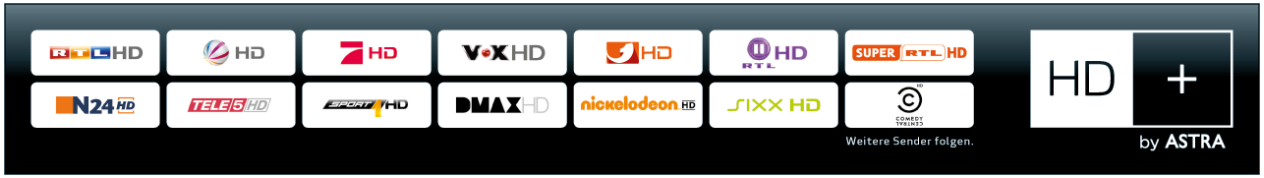
The HD+ logo stages are provided as PDF/X-3 files in their minimum size. Do not scale them down. The files are prepared to be scaled up to 1800%.

Logo stage 3x5

Logo stage 2x7



Logo stage 5x3



Logo stage 7x2
main stage

HD + by ASTRA

New 1.1.6 Logo stage – Examples of use

HD +
by ASTRA
Dieses TV-Gerät verfügt über:
✓ CI Plus-Slot
✓ Triple Tuner
Um die HD+ Sender zu empfangen, benötigen Sie nur noch das CI Plus-Modul für HD+ inkl. HD+ Karte.
Fragen Sie Ihren Fachberater!
CI+
geeignet für
HD +

Logo stage in POS display

Dieser Fernseher könnte mehr. Mit HD+.
14 weitere HD-Sender über Satellit: mit dem CI Plus-Modul für HD+.
Fragen Sie Ihren Fachberater.
HD +
by ASTRA

Logo stage in POS adhesive film

Logo stage in POS set-top box topper

HD + by ASTRA

1.2 HD+ typography

1.2.1 Typeface

The typeface of HD+ is **Utility OT**. It is a modern, clear and plain typeface without serifs. It stands for technology, state of the art and style. Utility is also characterised by excellent readability in the macro and micro area.

Utility is used in three font weights: regular, medium and bold. The standard typeface for continuous text is the regular font.

Headlines are either written in medium or bold. URLs are written in bold.

Utility OT Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . : , ; ! ? @ &

Utility OT Medium

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . : , ; ! ? @ &

Utility OT Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 . : , ; ! ? @ &

1.2.2 Typography

The Utility typeface has a very balanced design.

For this reason, it is used exclusively with the setting “optic” for letter adjustment and the value 0 for word spacing.

With InDesign, the tracking is +5 when negative typography is used.

The line spacing is 130% of the font size for all sizes (so a 10pt font size receives 13pt line spacing). This guarantees good readability in all sizes.

Riam sequam resto con nis ma etur
occullaut velit elendignis doles eaquo volum quo culpa volupiet et, od qui dolenih ictiunt iostis aut doluptatium rerro occab is in nem. Nam apitassi sequi ab il molor sitibus mo con explaut ut quaspidunt, sam, quam fuga.

Font size 8 pt

Riam sequam resto con nis ma etur
occullaut velit elendignis doles eaquo volum quo culpa volupiet et, od qui dolenih ictiunt iostis aut doluptatium rerro occab is in nem. Nam apitassi sequi ab il molor sitibus mo con explaut ut quaspidunt, sam, quam fuga.

Font size 10 pt

Riam sequam resto con nis ma etur
occullaut velit elendignis doles eaquo volum quo culpa volupiet et, od qui dolenih ictiunt iostis aut doluptatium rerro occab is in nem. Nam apitassi sequi ab il molor sitibus mo con explaut ut quaspidunt, sam, quam fuga.

Font size 12 pt

Riam sequam resto con nis ma etur
occullaut velit elendignis doles eaquo volum quo culpa volupiet et, od qui dolenih ictiunt iostis aut doluptatium rerro occab is in nem. Nam apitassi sequi ab il molor sitibus mo con explaut ut quaspidunt, sam, quam fuga.

Font size 12 pt,
Tracking +5 (InDesign)

1.3 HD+ colours

1.3.1 Colours

The colours from HD+ are white and black. The black tone can also be used in different gradations.

#00101f
R 0 G 16 B 31
C 50 M 0 Y 0 K 100
Technical Black

#BF0C1D
R 191 G 12 B 29
C 16 M 100 Y 100 K 8
Dark Red

#000000
R 0 G 0 B 0
C 0 M 0 Y 0 K 100
Typeface Black

Can be used as a signal colour (e.g. borders, arrows)

Light Red is only to be used for gradients (e.g. eye-catchers). It is not to be used solely.

#CF1E25
R 207 G 31 B 38
C 0 M 94 Y 93 K 0
Light Red

#BF0C1D
R 191 G 12 B 29
C 16 M 100 Y 100 K 8
Dark Red

Gradient used in eye-catchers

1.4 HD+ wording

1.4.1 Wording

These text modules should be used to communicate quickly, clearly and simply what's on offer and the benefits of HD+ also at text level.

Basis headline (3-line):
So viel HD.
So einfach.
Nur mit HD+.

Product copy short:
HD+ umfasst ein Programmangebot von 14 Programmsendern in HD-Qualität. Dieses Angebot gibt es über ASTRA Satellit exklusiv nur bei HD+. Damit können Sie Ihre Lieblingssendungen auch bei den privaten Sendern in brillanter HD-Qualität sehen.

Product copy long:
HD+ umfasst ein Programmangebot von 14 Programmsendern in HD-Qualität. Dieses Angebot gibt es über ASTRA Satellit exklusiv nur bei HD+. Damit können Sie Ihre Lieblingssendungen auch bei den privaten Sendern in brillanter HD-Qualität sehen.

Neben den privaten können zusätzlich die frei empfangbaren Sender wie Das Erste und das ZDF in HD-Qualität und damit mehr als 270 digitale TV-Kanäle empfangen werden.

Product information in bullet points:
HD+ ermöglicht Ihnen die große HD-Vielfalt: Damit empfangen Sie auch die privaten Sender in HD.

- 12 Monate gratis
- kein Abo, keine Vertragsbindung
- exklusiv über ASTRA Satellit

Neben den privaten können zusätzlich die frei empfangbaren Sender wie Das Erste und das ZDF in HD-Qualität und damit mehr als 270 digitale TV-Kanäle empfangen werden.

Dos & Don'ts
In German, use "Receiver" instead of "set-top box".

Use "hd-plus.de" instead of "www.hd-plus.de".

Sequence and notations:
When stating the broadcasters, the specified sequence must be observed (referring to market shares). The same applies for the defined notations.

Sequence and notations, HD+ broadcasters:
1.) RTL HD
2.) Sat.1 HD
3.) ProSieben HD
4.) VOX HD
5.) kabel eins HD
6.) RTL II HD
7.) SUPER RTL HD
8.) N24 HD
9.) TELE 5 HD
10.) SPORT1 HD
11.) DMAX HD
12.) Nickelodeon HD
13.) sixx HD
14.) COMEDY CENTRAL HD

Important notations:
ASTRA (always written in upper case)
HD+ SmartTV (Do not insert/delete space characters, do not change upper-/lower-case characters)

1.5 HD+ Eye-catcher

New

1.5.1 Eye-catcher

In creating individual eye-catchers, the following requirements must be met:
Font style Utility OT Medium
Font size 9
Spacing 11.7
Colour white

The eye-catchers can be individually scaled proportionate for the application concerned.

hd-plus.de/downloads/eyecatcher/hd-plus_eyecatcher_consultant.zip
hd-plus.de/downloads/eyecatcher/hd-plus_eyecatcher_blanco_1-line.zip
hd-plus.de/downloads/eyecatcher/hd-plus_eyecatcher_blanco_2-line.zip
hd-plus.de/downloads/eyecatcher/hd-plus_eyecatcher_blanco_3-line.zip

The HD+ eye-catchers are provided as PDF/X-3 files in their original size. Do not scale them down. The eye-catchers can be scaled up proportionally with the fonts without limitation.

Eye-catcher Consultant

Eye-catcher Blanco 1-line

Eye-catcher Blanco 2-line

Eye-catcher Blanco 3-line

Example of use:
Eye-catcher door sticker

Example of use:
Eye-catcher POS display

2 Scope of application

2.1 Templates – HD+ set-top box
2.2 Templates – CI Plus devices
2.3 Templates – HD+ SmartTV
2.4 Templates – Advertisements
2.5 Template – Eye-catcher
“Inklusive HD+ im Wert von 50 €”

2.1 Templates – HD+ set-top box

2.1.1 HD+ logo on embedded set-top boxes (mandatory)

The set-top box manufacturer is obliged to mark each HD+ set-top box with an HD+ logo on the front panel.

The HD+ logo should preferably be used in isolation. Please observe the following if the HD+ logo is positioned next to other logos:

The bottom edge of the HD+ logo square boxes should be placed at the same height as the sub-logos in one row so the “by ASTRA” lettering appears just below the common baseline.
The distance between the HD+ logo and the neighbouring sub-logo must be equal to at least the width/height of the + sign. We recommend, if possible, expanding the protected zone and having two + signs on all sides.
Where possible, the logo should be positioned on the right-hand outer edge of the set-top box.

The logo’s basic colour is white, or black only with very light or white backgrounds

Of course, the guidelines in the “Logo” chapter also apply for the use of this logo.

Caution! Before the front panel goes into production, the label insert must be approved by HD PLUS GmbH, Birgitt Lorenz (birgitt.lorenz@hd-plus.de, +49 89 1896-1240).

hd-plus.de/downloads/logo/hd-plus_logo.zip

mailto:birgitt.lorenz@hd-plus.de

The HD+ logo versions are provided as EPS files.
They can be scaled up without limitations.

The logo should be placed reasonably close to other technology signs

Minimum size: 15.5x9.21 mm

Protected space around logo

HD + by ASTRA

New

2.1.2 Packaging – Overview

The set-top box manufacturer is obliged to mark each HD+ set-top box package with an HD+ label. The added value graphic can be used in addition.

As a minimum the eye-catcher must be applied to the front of the packaging. Use on the side and rear is optional.

The added value graphic can optionally be used to provide information on HD+.

A third option, though preferred, is the banderole, which integrates all the above-mentioned information to make your design less cluttered.

More details concerning the HD+ label, the added value graphic and the banderole are to be found on the next pages.

STB serial number and Smartcard serial number
Additionally the set-top box serial number and the Smartcard serial number of the packed receiver and the inserted Smartcard shall be printed on the outside of the box.
Both serial numbers are located in such a way that the retailer is able to find both identifications codes clearly and easyly.

Caution! Before the packaging goes into production, the label insert must be approved by HD PLUS GmbH, Birgitt Lorenz (birgitt.lorenz@hd-plus.de, +49 89 1896-1240).

Example of set-top box with HD+ label and added value graphic

Example of set-top box with HD+ banderole

Example of use with the set-top box serial number and the Smartcard serial number

mailto:birgitt.lorenz@hd-plus.de

New

2.1.3 Packaging – HD+ label (mandatory)

To support customers and clearly show them the benefits of HD+, the packaging of the set-top box must be provided with one of these labels.

The labels available in the download area are created in the minimum size and can only be scaled up, not down.

To ensure that the label is sufficiently effective on set-top box packaging, the space directly around the label must remain free from all elements. The minimum amount of empty space around the label on all sides is the size of one + sign for the given HD+ logo size.

Between the edge of the packaging and the label, there should be a minimum distance of two + signs.

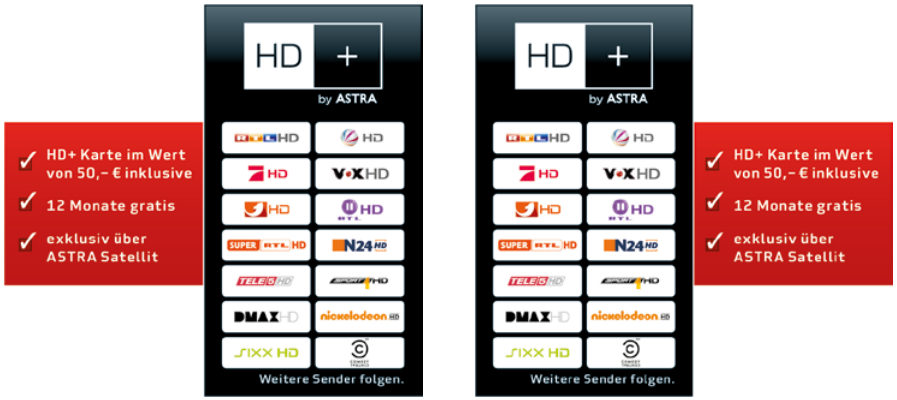
These labels are closed elements and may not be distorted or changed.

Please consider:

1. The logos of HD+ broadcasters must not be used outside Germany and Luxembourg.
2. For legal reason, it is mandatory that the following German sentence is printed on the packaging in an appropriate place. “Appropriate” means in a small font size that is not too prominent. This is the sentence:
   Die HD+ Karte ist ausschließlich für die Nutzung in der Bundesrepublik Deutschland bestimmt.

hd-plus.de/downloads/label/hd-plus_label_flag_14A.zip

The HD+ packaging labels are provided as PDF/X-3 files in their minimum size. Do not scale them down. The files are prepared to be scaled up to 200%.



Label with flag on the left
Minimum size: 61x52 mm

Label with flag on the right
Minimum size: 61x52 mm

Caution! One of the two labels must be clearly visible on the front of the packaging.

Caution! The **protected area** around the black & white frame is as wide as the + sign in the HD+ logo. A distance of at least two + signs should be allowed from the edge of the packaging.

HD + by ASTRA

New

2.1.4 Packaging – Added value graphic (optional)

The added value graphic shows simply and quickly how many more HD channels can be received with HD+. It can be used in addition to the HD+ logo on the box design.

This artwork may not be distorted or changed.

hd-plus.de/downloads/addedvaluegraphic/
hd-plus_addedvaluegraphic_14A.zip

The HD+ added value graphic is provided as PDF/X-3 file in its minimum size. Do not scale it down. The graphic is prepared to be scaled up to 200%.

Wer kein HD+ hat, hat sie nicht alle.
Sat-Empfang mit HD+
Sat-Empfang ohne HD+
Alle frei empfangbaren HD-Sender
Alle frei empfangbaren HD-Sender
Sowie über 270 weitere Sender in herkömmlicher Qualität.
HD + by ASTRA

Added value graphic (main version)
Minimum size: 120x140.8 mm

HD + by ASTRA

New

2.1.5 Packaging – HD+ banderole (optional, preferred)

To provide an even better way to communicate the HD+ advantages, we developed the HD+ banderole which incorporates all mandatory graphical assets for a less cluttered set-top box packaging design.

On the following page we provide a “Best Practice Guide” on how to place the banderole on your packaging.

Please consider:

1. The logos of HD+ broadcasters must not be used outside Germany and Luxembourg.
2. From a legal perspective, it is mandatory that the following German sentence is printed on the packaging at an appropriate place. “appropriate” means in a small font size that is not too prominent. This is the sentence:
   Die HD+ Karte ist ausschließlich für die Nutzung in der Bundesrepublik Deutschland bestimmt.

front/top view

back/bottom view

front side

back side

top/bottom side

HD + by ASTRA

New

2.1.6 Packaging – HD+ banderole “Best Practice Guide”

1. “HD+ banderole front.eps” comes with the background. Keep it intact! Place it on the front side of your packaging layout in such way, that there is a minimum protected place of 2 plus-sign above the HD+ logo and below the red eye-catcher. Keep a minimum distance of one plus-sign to the left.

2. Use the rest of the black banderole to wrap it around the complete packaging. No interuptions are allowed! Should you be in need to make the banderole longer, use “Technical Black” (50c/0m/0y/100k).

Caution: Depending on the cutting die of your packaging you maybe must place this artwork file several times into your layout. The lightwave must not be harmed during this process. On the finished / assembled packaging the lightwave must not be interrupted.

3. Place “HD+ banderole back.eps” on the back side in the center of the banderole at the exact same scale as the artwork on the front.

4. Place “HD+ banderole top+bottom.eps” on the top and bottom sides of your layout at the exact same scale as the artwork on the front.

hd-plus.de/downloads/label/hd-plus_banderole_14A.zip

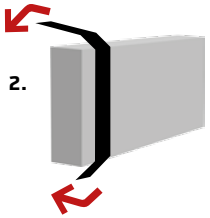
The HD+ packaging labels are provided as eps-files in their minimum size. The files are prepared to be scaled up to 200%.

In the downloaded zip-file you find these 3 artwork files.

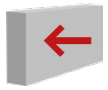
HD+ banderole top+bottom.eps

HD+ banderole back.eps

HD+ banderole front.eps

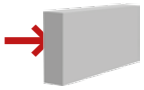


1.

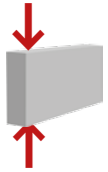


2.

3.



4.



HD + by ASTRA

2.1.7 User manual – HD+ Terms & Conditions (mandatory)

As required in the HD+ license agreement you must print the HD+ Terms & Conditions in an appropriate place in the user manual of your receiver.
“Appropriate” means you should print them at the end of the user manual in a smaller font size than the rest of the user manual. Please note that the Terms & Conditions have to be printed. If you plan to provide the manual only as a downloadable PDF (not as a printed version in the packaging), please contact us to find out where to place a hard copy of the Terms & Conditions.

Caution! Before the user manual goes into production, it must be approved by HD PLUS GmbH, Birgitt Lorenz (birgitt.lorenz@hd-plus.de, +49 89 1896-1240).

hd-plus.de/downloads/termsconditions/hd-plus_termsconditions.zip

mailto:birgitt.lorenz@hd-plus.de

The HD+ Terms & Conditions are provided as Word file.

Allgemeine Geschäftsbedingungen HD+

Widerrufsbelehrung

Terms & Conditions

New

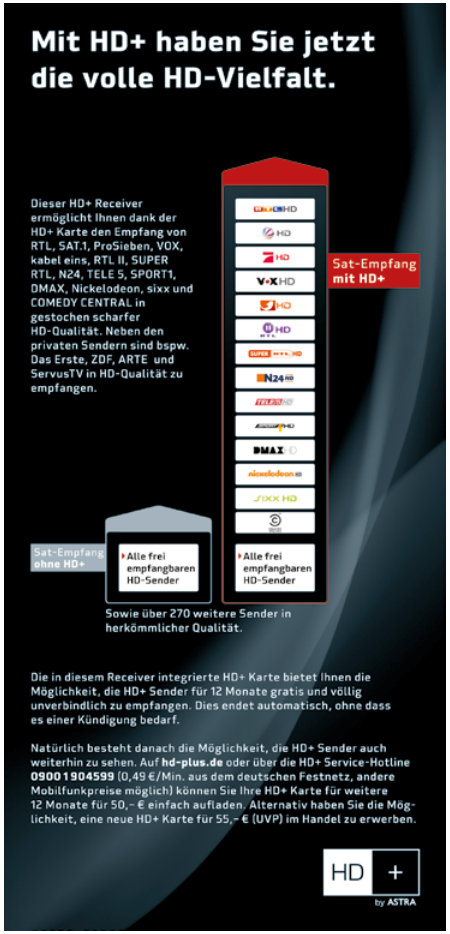
2.1.8 Supplement for HD+ set-top box (mandatory)

This supplement must be included in every HD+ set-top box package! HD+ supplies only the artwork. The manufacturer is responsible for ensuring a copy is included with every set-top box.

The aim is to confirm to the customer again after the purchase that he has made the right decision.

hd-plus.de/downloads/receiversupplement/hd-plus_receiversupplement_14A.zip

The HD+ supplement is provided as a PDF/X-3 file in its actual size.
Do not scale it down or up.


Mit HD+ haben Sie jetzt die volle HD-Vielfalt.
Dieser HD+ Receiver ermöglicht Ihnen dank der HD+ Karte den Empfang von RTL, SAT.1, ProSieben, VOX, kabel eins, RTL II, SUPER RTL, N24, TELE 5, SPORT1, DMAX, Nickelodeon, sixx und COMEDY CENTRAL in gestochen scharfer HD-Qualität. Neben den privaten Sendern sind bspw. Das Erste, ZDF, ARTE und ServusTV in HD-Qualität zu empfangen.
Sat-Empfang mit HD+
Sat-Empfang ohne HD+
Alle frei empfangbaren HD-Sender
Alle frei empfangbaren HD-Sender
Sowie über 270 weitere Sender in herkömmlicher Qualität.
Die in diesem Receiver integrierte HD+ Karte bietet Ihnen die Möglichkeit, die HD+ Sender für 12 Monate gratis und völlig unverbindlich zu empfangen. Dies endet automatisch, ohne dass es einer Kündigung bedarf.
Natürlich besteht danach die Möglichkeit, die HD+ Sender auch weiterhin zu sehen. Auf hd-plus.de oder über die HD+ Service-Hotline 0900 1 904599 (0,49 €/Min. aus dem deutschen Festnetz, andere Mobilfunkpreise möglich) können Sie Ihre HD+ Karte für weitere 12 Monate für 50,– € einfach aufladen. Alternativ haben Sie die Möglichkeit, eine neue HD+ Karte für 55,– € (UVP) im Handel zu erwerben.
HD +
by ASTRA

Supplement
Actual size: 100x210 mm

2.2 Templates – CI Plus devices

2.2.1 “ready for HD+” logo (optional)

The aim of the new “ready for HD+” logo is to communicate quickly and clearly to the customer on the device itself that HD+ reception is essentially possible.

The logo may only be positioned on TV devices with integrated SAT tuner and CI Plus slot or HD set-top box with CI Plus slot.

The “ready for HD+” logo should preferably be used on its own. Please observe the following if it is positioned next to other logos:

The bottom edge of the “ready for HD+” logo square boxes should be placed at the same height as the sub-logos in one row so the “by ASTRA” lettering appears just below the common baseline. Where possible, the “ready for HD+” logo should be positioned on the right-hand outer edge of the TV screen frame or set-top box.

The guidelines in the “Logo” chapter also apply for the use of this logo. Special attention must be paid to the following considerations:

- The logo’s basic colour is white, or black only with very light or white backgrounds
- Minimum size of the vertical logo: 15.5x13.5 mm
- Minimum size of the horizontal logo: 32x9.2 mm
- Minimum space to all sides: two + signs for the given logo size

hd-plus.de/downloads/readyforhd+/readyforhd+.zip

The “ready for HD+” logos are provided as EPS files in their minimum size. Do not scale them down. They can be scaled up without limitations.

Example of placement on TV screen frame

Example of placement on set-top box device

horizontal

vertical

horizontal vertical

The logos are available as horizontal and vertical as well as positive and negative versions

Minimum size horizontal logo 32x9.2 mm

Minimum size vertical logo 15.5x13.5 mm

Protected space around logo

New

2.2.2 Packaging – “ready for HD+” label (optional)

The aim of these two labels is to show the customer quickly and clearly the difference between devices with a basic HD+ reception capability and devices already completely equipped for HD+ reception.

You can place the label on the devices themselves at the POS or use them as an eye-catcher logo on the packaging.

The labels available in the download area are created in the minimum size and can only be scaled up, not down.

Please consider:

1. The logos of HD+ broadcasters must not be used outside Germany and Luxembourg.
2. For legal reasons, it is mandatory that the following German sentence is printed on the packaging in an appropriate place. “Appropriate” means in a small font size that is not too prominent. This is the sentence:
   Die HD+ Karte ist ausschließlich für die Nutzung in der Bundesrepublik Deutschland bestimmt.

hd-plus.de/downloads/label/hd-plus_label_readyforhd+_14A.zip
hd-plus.de/downloads/label/hd-plus_label_inclusive_14A.zip

The HD+ packaging labels are provided as PDF/X-3 files in their minimum size. Do not scale them down. The files are prepared to be scaled up to 200%.

Caution! The “ready for HD+” packaging label may only be used on devices and their packaging that have a CI Plus slot. **A CI Plus module and HD+ card must also be purchased.**

Minimum size: 74x62.3 mm

Caution! The “HD+ inklusive” packaging label may only be used on devices and their packaging that **already have the CI Plus module and HD+ card in the bundle.**

Minimum size: 70x62.3 mm

2.3 Templates – HD+ SmartTV

2.3 HD+ SmartTV foreword

HD+ InterAktiv is now called **HD+ SmartTV**.

There are three good reasons for this decision:

HD+ SmartTV describes the product more clearly and concisely.

SmartTV is a generic term that has already become common currency among providers and manufacturers in the industry as a whole.
The term SmartTV is already established in retail outlets, and we want to name products consistently for reasons of clarity.

Please respect the notation: HD+ SmartTV
(do not insert/delete space characters,
do not change upper-/lower-case characters).

2.3.1 HD+ SmartTV logo on embedded set-top boxes (mandatory)

If an HD+ set-top box manufacturer develops a special HD+ SmartTV set-top box, they must use the **HD+ SmartTV logo** on the front panel.

In the download area there are two versions of the **HD+ SmartTV logo.** One of these versions has to be used.

The logo should preferably be used in isolation. Please observe the following if the **HD+ SmartTV logo** is positioned next to other logos:

The bottom edge of the **HD+ SmartTV logo** should be placed at the same height as the sub-logos in one row so the "by ASTRA" lettering appears just below the common baseline.

The distances between the **HD+ SmartTV logo** and the neighbouring logos must be equal to at least the double width/height of the + sign.
Where possible, the logo should be positioned on the right-hand outer edge of the set-top box.

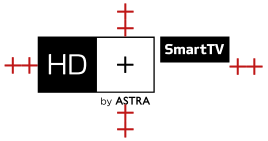
The logo's basic colour is white, or black only with very light or white backgrounds.

Of course, the guidelines in the "Logo" chapter also apply for the use of the **HD+ SmartTV logo**.

The logo should be placed reasonably close to other technology signs.

HD + SmartTV
by ASTRA

HD + SmartTV
by ASTRA



Respect the protected space of two + signs
Minimum size: 25.5x9.2 mm

Caution! Before the front panel goes into production, the label insert must be approved by HD PLUS GmbH, Birgitt Lorenz (birgitt.lorenz@hd-plus.de, +49 89 1896-1240).

hd-plus.de/downloads/logo/hd-plus_smarttv_logo.zip

mailto:birgitt.lorenz@hd-plus.de

The HD+ SmartTV logos are provided as EPS files.
They can be scaled without limitations. Respect the minimum size of 25.5x9.2 mm

HD + by ASTRA

New 2.3.2 Packaging

If an HD+ set-top box manufacturer develops a special HD+ SmartTV set-top box, they must provide further information concerning **HD+ SmartTV** in addition to the classic **HD+ label** on the set-top box package. The added value graphic can be used as well.

As a minimum the HD+ SmartTV label must be applied to the front of the packaging. Use on the side and rear is optional.

The added value graphic can optionally be used to provide information on HD+.

Caution! Before the packaging goes into production, the label insert must be approved by HD PLUS GmbH, Birgitt Lorenz (birgitt.lorenz@hd-plus.de, +49 89 1896-1240).

mailto:birgitt.lorenz@hd-plus.de

New

2.3.3 Packaging – “HD+ SmartTV” label (mandatory)

The packaging of the set-top box must include one of these labels. They show customers clearly the benefits of **HD+** and point out that **HD+ SmartTV** is included.

The labels available in the download area are created in the minimum size and can only be scaled up, not down.

To ensure that the label is sufficiently effective on set-top box packaging, the space directly around the label must remain free from all elements. The smallest amount of empty space from the label on all sides is the size of one + sign for the given HD+ logo size.

Between the edge of the packaging and the label, there should be a minimum distance of two + signs. These labels are closed elements and may not be distorted or changed.

Please consider:

1. The logos of HD+ broadcasters and logos of app providers must not be used outside Germany and Luxembourg.
2. For legal reasons, it is mandatory that the following German sentence is printed on the packaging in an appropriate place. “Appropriate” means in a small font size that is not too prominent. This is the sentence:

Die HD+ Karte und das HD+ SmartTV Portal sind jeweils ausschließlich für die Nutzung in der Bundesrepublik Deutschland bestimmt.

hd-plus.de/downloads/label/hd-plus_smarttv_label_flag_14A.zip

The HD+ SmartTV packaging labels are provided as PDF/X-3 files in their minimum size. Do not scale them down. The files are prepared to be scaled up to 200%.

Caution! One of these labels must be clearly visible on the front of the packaging.

Caution! The **protected area** around the black & white frame is as wide as the + sign in the HD+ logo. A distance of at least two + signs should be allowed from the edge of the packaging.

HD +
by ASTRA

New

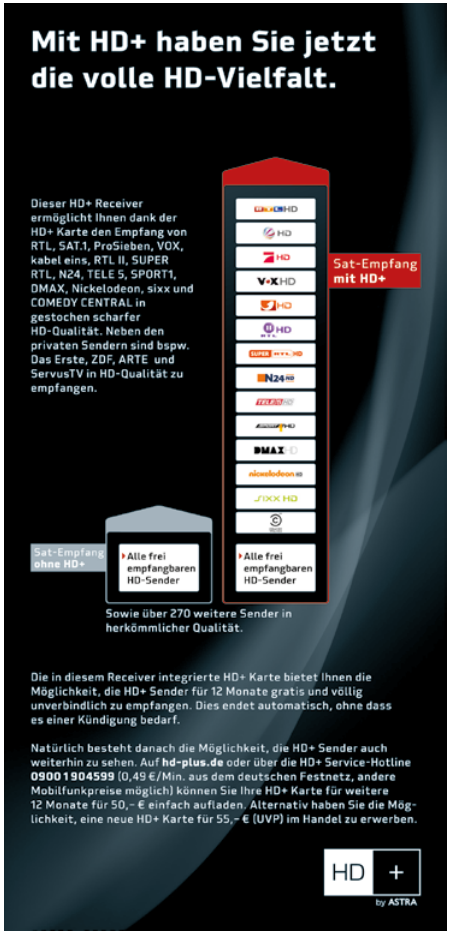
2.3.4 Supplement for HD+ SmartTV set-top box (mandatory)

This supplement must be included in every HD+ set-top box package with the **HD+ SmartTV** feature!
HD+ supplies only the artwork.
The manufacturer is responsible for ensuring a copy is included with every HD+ SmartTV-compatible set-top box.

The aim is to confirm to the customer again after the purchase that he has made the right decision.

hd-plus.de/downloads/receiversupplement/hd-plus_smarttv_receiversupplement_14A.zip

The HD+ supplement is provided as a PDF/X-3 file in its actual size.
Do not scale it down or up.


Mit HD+ haben Sie jetzt die volle HD-Vielfalt.
Dieser HD+ Receiver ermöglicht Ihnen dank der HD+ Karte den Empfang von RTL, SAT.1, ProSieben, VOX, kabel eins, RTL II, SUPER RTL, N24, TELE 5, SPORT1, DMAX, Nickelodeon, sixx und COMEDY CENTRAL in gestochen scharfer HD-Qualität. Neben den privaten Sendern sind bspw. Das Erste, ZDF, ARTE und ServusTV in HD-Qualität zu empfangen.
Sat-Empfang mit HD+
Sat-Empfang ohne HD+
Alle frei empfangbaren HD-Sender
Alle frei empfangbaren HD-Sender
Sowie über 270 weitere Sender in herkömmlicher Qualität.
Die in diesem Receiver integrierte HD+ Karte bietet Ihnen die Möglichkeit, die HD+ Sender für 12 Monate gratis und völlig unverbindlich zu empfangen. Dies endet automatisch, ohne dass es einer Kündigung bedarf.
Natürlich besteht danach die Möglichkeit, die HD+ Sender auch weiterhin zu sehen. Auf hd-plus.de oder über die HD+ Service-Hotline 0900 1 904599 (0,49 €/Min. aus dem deutschen Festnetz, andere Mobilfunkpreise möglich) können Sie Ihre HD+ Karte für weitere 12 Monate für 50,– € einfach aufladen. Alternativ haben Sie die Möglichkeit, eine neue HD+ Karte für 55,– € (UVP) im Handel zu erwerben.
HD +
by ASTRA

Supplement (front side)
Actual size: 100x210 mm

HD+ SmartTV: Eine neue Welt in Ihrem Fernseher
Tauchen Sie ein in die interaktive Welt von HD+ und erleben Sie alle Vorzüge von Apps und Internet – auf Ihrem Fernseher – mit HD+ SmartTV. Das HD+ SmartTV Portal bietet Ihnen ausgewählte Apps diverser Themenwelten: Aktuelle Nachrichten, Sport, Kultur und Spiele.
Willkommen bei HD+ SmartTV
Illustrative Abbildung
Die digitale Welt wächst und wächst – und Ihr Receiver gleich mit.
Das Angebot an Applikationen und Dienstleistungen wird stetig erweitert. Mit dem HD+ SmartTV Receiver werden Sie also Ihren Fernseher immer wieder in neuem Licht sehen.
Anschließen – fertig!
Die Voraussetzungen sind denkbar einfach. Sie benötigen lediglich einen HD+ SmartTV Receiver und eine Internetverbindung.
Die HD+ SmartTV Receiver sind die perfekte Verbindung zwischen Ihrem Fernseher und der neuen interaktiven Welt. Schließen Sie Ihren HD+ SmartTV Receiver einfach an das Internet an und starten Sie HD+ SmartTV direkt über die Fernbedienung Ihres Receivers.
Die intuitive Navigation macht Ihnen die Wege leicht und bringt Sie schnell zum Ziel.
HD +
by ASTRA

Supplement (back side)

HD +
by ASTRA

2.3.5 HD+ SmartTV Portal screen (optional)

This HD+ SmartTV Portal screen can be used for promotional purposes.

As the on-screen graphics are preliminary and simplified, the legal line "**Illustrative Abbildung**" must be added in a not too big, but reasonable font size next to the TV (see our example). However the font and font colour can be changed.

hd-plus.de/downloads/ads/hd-plus_smarttv_screen_solo.zip

The HD+ supplement is provided as a transparent PSD file.
aprox 10x7 cm @ 300 dpi

Illustrative Abbildung

2.4 Templates – Advertisements

New

2.4.1 Logo / logo Stage with value message

These design templates are for use in specialist retail advertising. They are suitable for any promotion of HD+ set-top boxes and the HD+ CI Plus module. Areas of application include flyers, printed advertisements and POS posters.

hd-plus.de/downloads/ads/hd-plus-logo-and-stage-value-message_14A.zip

These design templates are provided as PDF/X-3 files in their minimum size. Do not scale them down. The files are prepared to be scaled up to 200%.

HD+ logo with value message
For use below the picture of HD+ receivers and the HD+ CI Plus module
Minimum size: 40x15 mm

Logo stage with value message
For use below the picture of HD+ receivers and the HD+ CI Plus module
Minimum size 100x25 mm

Caution! The **protected area** around the black & white frame is as wide as the + sign in the HD+ logo.

New

2.4.2 Added value graphic

These design templates are for use in specialist retail advertising to illustrate the added value of HD+ in comparison to standard HD reception. The added value graphic has the optimum size for use in specialist retail advertising. It is suitable for use on flyers and POS posters, and in printed advertisements, for example.
It must not be used on packaging, supplements or POS materials.

hd-plus.de/downloads/ads/hd-plus_addedvaluegraphic_ads_14A.zip

The HD+ added value graphics are provided as PDF/X-3 files in their minimum size. Do not scale them down. The graphics are prepared to be scaled up to 200%.

HD +
by ASTRA
Wer kein HD+ hat, hat Sie nicht alle.
Sat-Empfang mit HD+
Sat-Empfang ohne HD+
Alle frei empfangbaren HD-Sender
Alle frei empfangbaren HD-Sender
Sowie über 270 weitere Sender in herkömmlicher Qualität.

Added value graphic (portait version)
Minimum size: 51x80 mm

Wer kein HD+ hat, hat sie nicht alle.
HD +
by ASTRA
Sat-Empfang mit HD+
Sat-Empfang ohne HD+
Alle frei empfangbaren HD-Sender
Alle frei empfangbaren HD-Sender
Sowie über 270 weitere Sender in herkömmlicher Qualität.

Added value graphic (landscape version)
Minimum size: 80x70 mm

HD + by ASTRA

2.4.3 Technology logo: “ready for HD+”

These logos are for use in specialist retail advertising. They are suitable for any promotion of television sets that have both a satellite tuner and a CI Plus slot. Areas of application include flyers, printed advertisements and POS posters.

The “ready for HD+” label should preferably be used on its own. Please observe the following if it is positioned next to other logos:

The bottom edge of the “ready for HD+” label square boxes should be placed at the same height as the sub-logos in one row so the “by ASTRA” lettering appears just below the common baseline.

The guidelines in the “Logo” chapter also apply for the use of this logo. Special attention must be paid to to the following considerations:

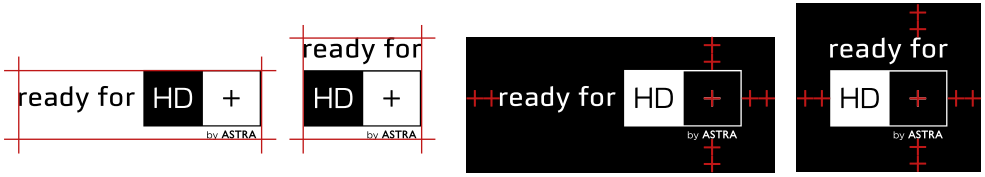
- The logo’s basic colour is white, or black only with very light or white backgrounds
- Minimum size of the vertical logo: 15.5x13.5 mm
- Minimum size of the horizontal logo: 32x9.2 mm
- Minimum space to all sides: two + signs for the given logo size

hd-plus.de/downloads/readyforhd+/readyforhd+.zip

The ready for HD+ logos are provided as EPS files in their minimum size. Do not scale them down. They can be scaled up without limitations.

horizontal vertical horizontal vertical

The logos are available as horizontal and vertical as well as positive and negative versions



Minimum size horizontal logo 32x9.2 mm

Minimum size vertical logo 15.5x13.5 mm

Protected space around logo

HD + by ASTRA

2.5 Template eye-catcher “Inklusive HD+ im Wert von 50 €”

New

2.5.1 Eye-catcher “Inklusive HD+ im Wert von 50 €”

The eye-catcher “Inklusive HD+ im Wert von 50 €” is made to be used on packaging, advertising and on POS material for HD+ set-top boxes. It shows the added value to a potential buyer quite clearly and is a perfect sales argument.

Do not scale it unproportionally.
Do not cover it.

hd-plus.de/downloads/ads/hd-plus-eye-catcher-inklusive-hd-plus-im-wert-von-50-eur.zip

These design templates are provided as PSD files in their actual size.
Do not scale them down or up.

3 Examples of HD+ corporate design

3.1 Examples of POS material

3.1 Examples of POS material

New 3.1.1 POS material

Counter display

Floor display

Wer kein HD+ hat, hat sie nicht alle.
Sat-Empfang mit HD+
Sat-Empfang ohne HD+
Alle frei empfangbaren HD-Sender
Alle frei empfangbaren HD-Sender
Sowie über 270 weitere Sender in herkömmlicher Qualität.
HD +
by ASTRA

Added value graphic display

Set-top box topper

Door sticker

HD + by ASTRA